

APRIL 6, 1992

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news

Japanese car hike is \$441

Sales up 2.3%; trucks lead way

Sales of new cars and light trucks rose 2.3 percent in March, marking the third consecutive monthly increase of 1992. The March gain pushed the *Automotive News* Seasonally Adjusted Annual Rate to 12.3 million, 3.4 percent above 11.9 million for three months last year.

March sales totaled 1,109,743, compared to 1,084,807 last year.

Trucks did the job in March with a gain of 9.9 percent over last year. Cars were down 1.4 percent.

But retail sales of cars appeared to be gaining strength. James Fitzpatrick, vice president of the General Motors communications and marketing staff, cited a "continuing strong retail performance" for GM.

Each of the Big 3 reported a sales gain over last year's weak performances. Sales of Japanese cars and trucks dropped 5.6 percent.

The March sales table is on Page 41.

Camry wagons start at \$16,898

TORRANCE, Calif. — Prices of the recently introduced Toyota Camry station wagons start at \$16,898 for the Deluxe four-cylinder model, Toyota Motor Sales U.S.A. Inc. said last week. An LE 4 wagon is \$18,798 and an LE V-6 is \$20,528.

Automatic transmission and see LATE NEWS, 2

10 makes boost stickers in March; Big 3 don't

JOHN K. TEAHEN JR.
Senior Editor

The spring round of price increases on Japanese cars in the United States resulted in an average hike of \$441, or 2.8 percent, an *Automotive News* analysis discloses.

Ten of the 12 Japanese makes have raised

prices since March 1, with the boosts ranging from \$100 for American Suzuki Motor Corp. to \$1,790 for Lexus Division of Toyota Motor Sales U.S.A. Inc. Only American Isuzu Motors Inc. and Daihatsu America Inc. did not raise car prices last month.

The increases apply to cars built by Japanese transplants in the United States as well as to vehicles imported from Japan. All increases mentioned in this article are sales-weighted.

The March boosts followed President Bush's visit to Japan in January. He was accompanied

by the chairmen of General Motors, Ford Motor Co. and Chrysler Corp.

Shortly after that visit, *Automotive News* reported that the presidents of Toyota Motor Corp. and Nissan Motor Co. Ltd., Japan's two biggest automakers, were considering hiking prices in the United States. The move was viewed as an effort to ease trade friction between the two nations as well as a way to shore up the Japanese firms' flagging — or nonexistent — profits in this country.

see PRICES, 44



JOE WILSON/AUTOMOTIVE NEWS

A vote for experience

Chrysler Corp. dedicated its \$1 billion Jefferson North assembly plant in Detroit last week and made it a symbol of inner-city America and opportunity for minorities. Chairman Lee Iacocca, right, talking with UAW President Owen Bieber, said the plant may be urban America's last chance for success with the auto industry. Workers there average 51 years of age and 26 years of experience. Bieber said the plant should become the symbol of what can be achieved if the U.S. government aids the domestic auto industry. (See *Automotive News* editorial, Page 12.)

Piech's job: cut costs, keep gains by Hahn

Choice pleases some VW critics

DIANA T. KURLYKO
Staff Reporter

FRANKFURT — Ferdinand Piech, the Audi AG chairman who will likely be named Volkswagen AG's next chairman this week, will have to carry out his predecessor's global expansion plan while honoring VW for tougher competition in Europe.

Piech, who will be 55 on April 17, has been tapped by a VW supervisory board committee to succeed Carl Hahn next Jan. 1. As the selection was made, VW set the tone for Piech's tenure by confirming plans to cut 12,500 blue-collar jobs in Germany during the next five years.



Piech is expected to get nod this Friday

see PIECH, 42

Yoshino could replace Irimajiri in Honda troika

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. Ltd. will decide by the end of April on a new top management format that is likely to result in Hiroyuki Yoshino returning from Ohio to replace product and manufacturing chieftain Shoichiro Irimajiri.

Honda's executive team was thrown into disarray with the March 18 resignation of Irimajiri for health reasons. President Nobuhiko Kawamoto and other com-

pany officials are immersed in the job of revamping the leadership tier, say company insiders. Company sources say changes will be announced in May.

A revised structure is likely to emerge, although it could be another troika.

Yoshino, now president of Honda of America Manufacturing Inc., could follow his friend and classmate Irimajiri into one more post, standing with Kawamoto and executive vice president Yoshihide Munekuni at the



Hiroyuki Yoshino is a friend and classmate of Shoichiro Irimajiri.

top of Honda.

Kawamoto instituted the shared-responsibility troika a year ago to make the see HONDA, 41

Jeep-Eagle dealers rap new CSI-rebate plan

MARY CONNELLY
Staff Reporter

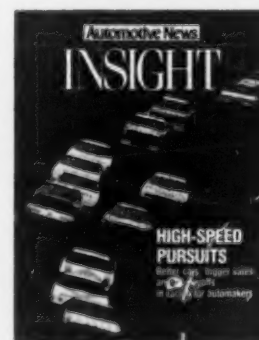
The Jeep-Eagle National Dealer Council has asked Chrysler Corp. to overhaul a program that pays dealers a monthly cash bonus for reaching sales and customer satisfaction targets. The program began last week.

Chrysler is trying to force dealers to improve their treatment of customers with the new program, dubbed "Dealer Drive for the Gold." Dealers can earn as much as \$350 for each unit sold if monthly sales and customer satisfaction targets are met.

But Jeep-Eagle dealers say the plan is inequitable. The Jeep-Eagle National Dealer Council last week asked Chrysler to drop the per-unit reward. The council prefers a lump-sum, sliding-scale payment based on performance.

Chrysler's three national dealer councils have criticized the Dealer Drive for the Gold plan since it was proposed last November. The Jeep-Eagle, Chrysler-Plymouth and Dodge councils want Chrysler to reward high-performing dealerships, but they oppose per-unit incentives, claiming they

see CHRYSLER, 44



Winning strategy

Automakers give money, parts and advice to racers to gain engineering expertise and help sell passenger cars. See *Automotive News Insight*, which follows Page 24.

Automotive News

RECALL ALERT

GM's 10-K report warns of potential problems. PAGE 4

3-SERIES OFFSPRING

New M3, maybe a wagon coming from Bavaria. PAGE 6

HARD CLIMB

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66th year—No. 5440
Advertising Production Dept. (313) 446-8063
Circulation Department
In Michigan..... (313) 446-0480
Outside Michigan..... 1-800-678-9596
Classified Ad Department..... (313) 446-8066
Display Ad Department..... (313) 446-8000
Editorial & Business Office..... (313) 446-8000
AUTOMOTIVE NEWS (ISSN 0005-1551)
published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.



HANS G. LEHMANN/HIDDEN IMAGE

New look for Storm/Impulse

Prototypes of a redesigned exterior for the Geo Storm or Isuzu Impulse have been spotted undergoing winter testing. The new look is expected to be ready for the 1994 model year. Interior changes will include dual airbags. This prototype also sports flush-fit headlamps.

latenews

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driver-side airbag are standard equipment on all models, and air conditioning is standard on the LE versions.

The prices compare with \$18,475 and \$20,925 for Honda Accord wagons with automatic transmission, air conditioning and airbag.

The Camry wagons are built by Toyota Motor Manufacturing U.S.A. Inc. in Georgetown, Ky. Toyota plans to begin exporting them to Europe this summer.

Oshawa union OKs overtime

TORONTO — Workers at General Motors' complex in Oshawa, Ontario, have ratified a revised labor pact that allows mandatory overtime when needed to meet production schedules.

In March, Oshawa workers narrowly rejected a proposal to adopt a form of mandatory overtime. Afterward, GM said the vote could jeopardize the plant's future. The complex includes a truck plant and a car plant. The car factory has been mentioned as a possible candidate for closure under GM's downsizing plan.

Last week, 77 percent of the workers voting approved a program that will apply only if GM allocates a new product for Plant 2 beyond 1994. The agreement calls for a 30-day "demonstration period" of the overtime plan. It provides for two nine-hour days per week per shift between Monday and Thursday and a voluntary six-hour shift on Saturdays.

Bob White, president of the Canadian Auto Workers, said: "It's now time for General Motors to end the intolerable uncertainty for these workers, their families and the community."

— Jeremy Sinek

Ford recalls V-8 Mustangs

DEARBORN, Mich. — Ford Motor Co. is recalling about

150,000 1989 to 1991 model Mustangs with 5.0-liter engines for a possible loose connection in a wiring assembly.

The fault may cause the "Check Engine" light to illuminate, which could lead to unnecessary replacement of emission control components.

Ford also announced two recalls for vehicles sold only in California.

About 19,000 1988 and 1989 model Escorts with 1.9-liter engines and manual transmissions may exceed California emission standards. Dealers will replace three exhaust gas recirculation control devices and reset the engine ignition timing.

About 18,000 1988 model Ford Taurus, Mercury Sable and Lincoln Continental cars with 3.8-liter engines built for sale in California are also being checked for excessive emission levels. Dealers will replace the catalyst and the electronic engine control processor, deactivate the thermactor air pump and modify the evaporative emissions control system.

Ford extends engine coverage

DEARBORN, Mich. — Ford Motor Co. is providing owners of about 550,000 of its 1988-91 Ford Taurus, Mercury Sable and Lincoln Continental cars with extended coverage on the engine mounts for six years or 60,000 miles.

These cars, which are equipped with 3.8-liter engines, may experience deterioration of the right front or right rear hydraulic engine mount. If this occurs, the driver would notice a vibrating noise when the transmission is engaged or during acceleration.

'93 Ford Escort ready to roll

WAYNE, Mich. — The first unit of the updated 1993 Ford Escort will come off the line today, two years after an all-new 1991 model was introduced.

Minor changes include a new grille, rear spoiler and rocker panels. The new vehicles will be in dealer

showrooms May 21 at the same price as the 1992 models.

Escort sales through March 31 were 58,820 compared to 61,477 a year ago.

Allison Turbine up for sale

DETROIT — General Motors confirmed last week that its Indianapolis-based Allison Gas Turbine Division is among the non-automotive properties that the corporation is trying to sell.

Allison Gas Turbine makes turbine engines and components for aircraft; vehicle, industrial and marine power systems; locomotive parts; and precision bearings and gears. It has been part of GM for 63 years.

While announcing sweeping cutbacks in late December, GM Chairman Robert Stempel said the company also was stepping up its efforts to sell non-automotive properties. Allison Gas Turbine was widely considered to be on the block, although GM didn't confirm that until last week. GM previously disclosed that it wanted to sell its Electro-Motive Division (locomotives) and Allison Transmission Division (heavy-truck automatic transmissions).

Mexico workers OK Ford pact

Workers at Ford Motor Co.'s Cuautitlan, Mexico, engine and assembly plant ratified a new wage package last week.

The deal completes contract negotiations at Ford's three Mexican plants. Contracts were also renegotiated and approved earlier this year at Ford's Chihuahua engine plant and the Hermosillo Escort/Tracer plant.

Details of the Cuautitlan contract were unavailable. A Ford spokesman said the agreement is almost identical to the wage arrangements made in the two other contracts. Those pacts included 15 percent increases, about the rate of inflation.

Cuautitlan employs about 4,500 hourly workers. Last year, the plant built about 115,000 cars and trucks for the Mexican market.

— Lindsay Chappell

briefly

Will he stay or will he go?

Will David Hermann leave Saab Automobile AB by the end of 1993? The *Wall Street Journal*, quoting a Swedish newspaper last week, said he would. And it is very possible that Herman, who was entrusted two years ago with putting the 50-50 joint venture with General Motors in the black, could reach his mission by the end of next year. But for the record, here's a Swedish journalist's transcript of Herman's meeting with the press, starting with when he was asked if this was a farewell interview. "I hope that I can remain at Saab at least another year," said the president. "I continue to think that I will." Herman was then asked what would happen if GM offered him another job. "I won't get that offer because it doesn't make sense. But if I got that offer or any other I would repeat my desire to remain here."

NOT STOCKING UP — If it could have, Chrysler Corp. would have dumped all its Mitsubishi stock March 27, says analyst Maryann Keller with Furman-Selz in New York. Two years ago, Chrysler sold a bunch of Mitsubishi at \$7.70. This time the same friendly buyers, including some in the Mitsubishi group, paid only \$4.70 a share. Why didn't they take the other 50 million at those bargain prices? Bargain or not, they don't seem to have the cash. Japan's stock market — the historic source of capital — is in the dumpster. Its Nikkei index has fallen below 20,000, down almost half from the peak.

NEW KICKS — Nissan Motor Co. may have problems with its car business, but it runs one of the best soccer teams in Japan. Industry-supported sports teams rival many professional sports outlets in Japan. They are seen as promotional assets for the companies. Players are considered "amateurs" who supposedly work for the companies that sponsor the teams. Nissan's "employee" soccer team won the Emperor's Cup this year and narrowly missed taking the league championship. But now the league has decided it has enough public support to go professional. So Nissan has set up a subsidiary, Nissan Football Club Corp., to manage its professional team. The president and chief executive officer is Kooichi Takagi, a Nissan director. The team will be renamed the Nissan F.C. Yokohama Marinos.

TRUSTY STEED — The automaker-backed Coalition for Vehicle Choice has been saying right along that new fuel economy standards mean smaller, more dangerous, more expensive cars that consumers don't want. The group, headed by Diane Steed, administrator of the National Highway Traffic Safety Administration during the Reagan years, says it now has an antidote to the poisoned surveys that claim consumers want more government fuel economy mandates.

The group says a survey scheduled for release today shows fuel economy related price increases of as low as \$500 were opposed by 60 percent of the respondents. The poisoned polls find false consumer support because these polls never point out the downside, such as higher prices, reduction in size and performance, and reduced crash protection, the group said.



Steed: poison control

higher prices, reduction in size and performance, and reduced crash protection, the group said.

corrections

■ A March 30 story misspelled the name of Yoshifumi Tsuji, the new president of Nissan Motor Co. Ltd.
■ A March 30 story incorrectly located Anderson, S.C. The town is in the northwest part of the state.

PIECH

Europe and world linked in VW job

continued from PAGE 1

If the full board rubber-stamps the move this Friday, Piech will be in line to inherit a company far different than the one Hahn took over a decade ago.

Under Hahn, VW has shrunk drastically in the United States, but he has earmarked more than \$20 billion for new or expanded ventures in Spain, China, Mexico, eastern Germany and Czechoslovakia. By the end of the decade, they will help give VW an additional 1 million units of worldwide capacity annually.

VW now is solidly at the top of the European sales standings. In 1991, VW sold 2.23 million cars in Europe, good for 14.5 percent of the market. The new Golf has a five-month backlog of orders. But VW is also a high-cost producer. Analysts say VW must streamline and cut costs before Europe's limits on Japanese sales expire at the end of the decade.

Hahn, 65, was given a contract in late 1990 that ran until the end of 1993. But on March 28, a four-member supervisory board committee tapped Piech for the job at the end of this year.

The company gave no explanation.

The full supervisory board will vote on the committee's recommendation this Friday. Piech's approval is viewed as formality.

The announcement pushes Piech ahead of Daniel Goeudevert, the board member in charge of the

Volkswagen Division, who had been seen as Hahn's successor. The committee picked Goeudevert as deputy chairman.

Goeudevert, a charismatic Frenchman and former Ford of Germany head, has been a strong advocate of environmental causes.

Piech, meanwhile, has added some financial credits to his reputation as a brilliant engineer during his four years as Audi's chairman. He joined Audi from Porsche AG in 1972 and was Audi's vice chairman in charge of research and development before becoming chairman in 1988.

Shortly after taking over, Piech put in place a 13-point cost-cutting program that Audi estimates is saving about \$242 million annually. During his tenure, Audi's pre-tax profits as a percentage of sales have increased from 1.3 percent to 6.1 percent.

Piech's appointment will likely appease critics who say that VW has overextended itself under Hahn.

"They were on a highway to nowhere with the cost situation in Germany," said Stephen Reitman, an analyst with UBS Phillips & Drew in London.

Reitman expects VW earnings to decline in the coming years, in part because the company will no longer be permitted to accelerate depreciation on its main plant in Wolfsburg. Prior to German reunification, West German companies with operations near the border of the former East Germany could speed up write-offs as compensation for being in a blighted zone.

"They have put into the job the guy who won't shrink from making difficult decisions on what has to be done with VW," said analyst Carl Ludvigsen of Ludvigsen Associates Ltd. in London.

"Piech knows what he wants and is not worried politically about what may or may not happen — he is secure in life," Ludvigsen said.

Austrian-born Piech is known as a tough, no-nonsense executive with a passion for cars. He is the grandson of Ferdinand Porsche, the developer of the VW Beetle, and Piech's family still controls Porsche AG.

His technical innovations at Audi include the turbocharged, intercooled engine system; the Quattro all-wheel-drive system; and the fully galvanized steel body shell.

Speculation that Piech would replace Hahn has grown stronger in

recent months. Audi's strides in engineering have been showcased at this year's auto shows, where the company has stolen the spotlight with new concept cars, including a low-slung aluminum-bodied roadster called the Spyder.

The car is expected to go into production. But that could create a conflict of interest for Piech, whose seat on the Porsche board has not been challenged by VW because the two makers currently don't compete squarely against each other. The Spyder would be VW's first entry onto Porsche turf.

VW said the 12,500 jobs will be cut through attrition and retirements rather than layoffs. Since VW's normal rate of attrition would easily meet the reduction goal of 2,500 jobs a year, analysts believe that number could be increased.

Several months ago, Goeudevert was also rumored to be the successor to Raymond Levy, who will retire as chairman of Renault this year when he turns 65. Goeudevert told French television recently that he thought Renault would be best run by a company insider.

Piech's forceful management style has VW watchers speculating that he and Goeudevert will clash. "Qualities that make him (Piech) suitable may not foster collegiate management," Reitman said.

VW had a record year in 1991 with worldwide sales of 3.3 million of its VW, Audi, Seat and Skoda vehicles.

But its 1991 earnings were lower than expected. Group profit after taxes was the equivalent of \$691 million, up from \$654.9 million in 1990. **AS**

VW dealers express cautious optimism

CHARLES E. RAMIREZ

Special Correspondent

U.S. Volkswagen dealers seem to support the German automaker's selection of Ferdinand Piech as apparent successor to VW chairman Carl Hahn.

Many dealers interviewed last week were unaware of the decision.

VW's supervisory board designated Piech nine days ago and is expected to make a final decision at its April 10 meeting.

Piech, 54, is currently chairman of VW's Audi luxury car division and could replace Hahn as early as Jan. 1.

"Hahn had a great knowledge of the U.S. market and dealers always felt they had a sympathetic ear with him and an advocate on the board," said Ben Hulse, a former chairman of the VW national dealer council and owner of Mahan VW in Houston. "He was on our side."

"Unfortunately, that feeling never went too much farther than him," Hulse said. "Judging by actual practice over the last two or three years, either I've overestimated his influence in the company or underestimated the strength of his staff."

Hulse said Hahn is a true gentleman with a strong personality whom VW should have used to market its cars like Chrysler used Lee Iacocca.

The dealer said he respected the company's decision and Piech's skill. "The board members think he can do the job and I've got to trust their decision," Hulse said. "Piech has a great love of and a special feeling for cars. You can

see it by looking at the cars he's built for Audi."

Hulse said although Piech has a great reputation as an engineer, his ability to run the company is a concern because he is not a "consensus builder like Hahn."

Wayne Williams, owner of Williams Auto World in Lansing, Mich., and current Audi dealer council chairman, agrees that Hahn is like Iacocca.

"Hahn is to Europe what Lee Iacocca is to Chrysler," Williams said. "He is a firm believer in global marketing and had a tremendous vision of global expansion."

"Piech is a brilliant engineer and is one of the best minds we have in the automotive world today. He knows cars and he knows how to build them," Williams said, noting that Piech was responsible for Audi's Quattro Drive System.

"If Piech is the successor, some real refreshing things could happen in our business. He is a young man that still has vision and creativity. If he can form the same relationships Hahn had, we could see great things for Volkswagen and Audi," Williams said.

Jack Price, owner of University VW in Albuquerque, N.M., said dealers have always had the utmost respect for Hahn and felt he had a big interest in the U.S. market.

"We've been disappointed with the sales of VW in America. And although the market has substantially deteriorated, he has done an outstanding job worldwide," Price said. "We're expecting five new models within the next 10 months and we're looking for a big rebound." **AS**

U.S. VEHICLE TRADE (x \$1,000)

Country	Trade	4th Qtr. '91	4th Qtr. '90	Annualized trade Jan. '91-Dec. '91	Annualized trade Jan. '90-Dec. '90
Japan	from U.S.	\$ 118,467	\$ 180,112	\$ 499,023	\$ 586,795
	to U.S.	6,108,607	6,318,892	22,351,801	21,230,122
Canada	from U.S.	2,017,153	1,258,009	7,960,324	7,127,251
	to U.S.	5,507,557	5,060,355	19,460,044	19,166,011
Germany	to U.S.	1,562,084	1,488,795	4,785,802	5,826,690
S. Korea	to U.S.	290,529	369,253	1,070,238	1,120,272
Sweden	to U.S.	338,477	386,385	1,128,301	1,525,957
Mexico	to U.S.	806,876	759,132	2,779,353	2,393,987
Yugoslavia	to U.S.	0	2,270	4,817	7,796
United Kingdom	to U.S.	95,099	281,091	519,536	888,670
Italy	to U.S.	45,836	83,340	151,847	294,322
France	to U.S.	5,033	6,366	21,069	24,618
Brazil	to U.S.	10,859	9,723	61,649	63,775
Others	from U.S.	1,045,902	863,979	3,718,124	2,823,967
	to U.S.	119,085	179,509	568,594	671,455
Car and truck total	from U.S.	3,181,522	2,302,090	12,177,471	10,538,013
	to U.S.	14,890,055	14,945,113	52,903,051	53,213,676
VEHICLE TRADE BALANCE		(11,708,533)	(12,643,015)	(40,725,580)	(42,675,663)
Car total	from U.S.	2,654,617	1,947,166	9,885,928	9,014,509
	to U.S.	12,555,895	13,123,974	45,564,425	45,716,194
CAR TRADE BALANCE		(9,901,278)	(11,176,808)	(35,678,497)	(36,701,685)
Truck total	from U.S.	526,905	354,932	2,291,543	1,523,504
	to U.S.	2,334,160	1,821,139	7,336,626	7,497,482
TRUCK TRADE BALANCE		(1,807,255)	(1,466,207)	(5,045,083)	(5,973,978)
TOTAL U.S.		110,181,200	101,786,600	421,850,700	393,592,300
Merchandise trade		126,608,200	127,544,400	488,055,400	495,310,500
U.S. TRADE BALANCE		(16,427,000)	(25,757,800)	(66,204,700)	(101,718,200)

Vehicles provide little to '91 trade deficit drop

LINDSAY CHAPPELL

Staff Reporter

The recession slashed the overall U.S. trade deficit by 35 percent last year, but the automotive contribution to that improvement was minimal.

The tough sales year in this country meant that fewer cars and trucks were imported, but higher product values from Japan and Canada held the decline in the automotive deficit to only 4.6 percent from 1990.

The average value of vehicles imported from Japan rose \$1,006 last year, and the average value of vehicles imported from Canada rose \$556.

Also contributing to the dip in the automotive trade imbalance was an increase of \$1.6 billion in the value of vehicles exported from this country. A number of U.S. manufacturers, including Japanese transplant factories, increased exports last year.

But the overall effect was modest. While the total U.S. merchandise trade imbalance with the

world fell from \$101.7 billion in 1990 to \$66.2 billion in 1991, the automotive trade imbalance fell only \$2 billion — to \$40.7 billion.

Japan exported 98,600 fewer passenger vehicles to the United States in 1991 than in 1990. Yet the value of last year's exports was \$1.1 billion higher than a year earlier, according to the latest data from the U.S. International Trade Commission.

In 1990, the average value of a Japanese import was \$9,774. In 1991, it was \$10,780.

The rising value reflects the trend toward larger and more expensive cars from Japan, such as Lexus and Infiniti.

Canadian factories, owned by U.S., Japanese, Korean and Swedish manufacturers, shipped 50,600 fewer passenger vehicles to the United States in 1991. While the value of those shipments rose nearly 1.5 percent, the value of U.S. exports to Canada rose 11.7 percent.

The value of the average Canadian-made import was \$12,278 in

1991, up from \$11,722 in 1990. While Canada is included in the U.S. trade figures, manufacturers usually don't consider those vehicles as imports because of a free-trade agreement between the countries.

Imports from Mexico continued to climb last year, both in dollar volume and in number. Mexican plants owned by the Big 3 and Volkswagen AG shipped 261,000 vehicles worth \$2.8 billion to the United States last year. In 1990, Mexico shipped 234,000 vehicles worth \$2.4 billion.

At the same time, the value of vehicles shipped by automakers in Italy, Germany, Sweden and the United Kingdom declined 23 percent last year.

The group's combined decline of \$1.95 billion was offset by the \$1.8 billion increase in vehicles imported from Japan, Canada and Mexico.

The U.S. vehicle-trade deficit with Japan and Canada combined was \$33.4 billion last year, 81.9 percent the total deficit. **AS**

PRICES

Japanese stickers up \$441 in March

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The trade angle was that higher prices on Japanese cars might make them a bit less attractive to American buyers and give the Big 3 a better shot at the market.

It is too early to assess the effect of higher prices on the sales of Japanese cars. The new stickers took effect at varying times during the month, and March sales do not provide a definitive reading. Most dealers were selling pre-increase cars last month.

From a profit standpoint, the Japanese importers have not given away their added revenue in a rash of higher rebates. Incentives during March were just about the same as they were before the price hikes. Most of them were importer-to-dealer payments.

Some of the incentive programs expired in early April, and no information on revisions or extensions was available last Friday.

So far, the Big 3 have not raised their own prices and thrown away any marketing edge the Japanese hikes may give them. Since March 1, Saturn has posted the only Big 3 increase. It averaged about \$175, but it raised the average price of a Big 3 car only \$2.49 on a sales-weighted basis.

In raising prices, most of the Japanese importers blamed the strengthening of the yen against the dollar. Richard Recchia, Mitsubishi executive vice president, was the only leader to acknowledge publicly the political aspect.

In late February, he told the International Motor Press Association, "If Mitsubishi raises prices, it will be a combination of everything, politics included. It would be naive to think that politics didn't have some part in it."

A trend beyond the trade issue and currency exchange goes in the same direction. Companies in Japan have been debating the wisdom of repositioning Japanese cars at the high end of the segments in which they compete around the world.

Yutaka Kume, president of Nissan and deputy general director of the Japan Automobile Manufacturers Association, was the first automotive leader to embrace the goals publicly. Last year, Sony Corp. chairman Akio Morita proposed that all Japanese manufacturers consider repositioning their products upward.

Tying a price increase to the change in the yen-dollar relationship is a two-edged sword. At the beginning of the 1992 model year last Oct. 1, shortly after the annual price boost, the yen was trading at 133.20 to the dollar. By early February, when the Japanese were mulling their price hikes, it was 126.25. The gain of 5.5 percent was more than the recent Japanese price increases.

But last Thursday, the yen was listed at 133.72 to the dollar, a bit lower than on Oct. 1. None of the Japanese importers have rescinded or trimmed their March price increases.

Last week brought price action from Subaru of America Inc. and Mazda Motor of America Inc.

Automotive News estimates the Subaru hike averaged \$326, or 2.1 percent. Increases were \$300 on the Justy, \$250 on the Loyale, \$350 on the Legacy and \$1,250 on the SVX sport coupe.

Mazda's increase is estimated at \$732, or 5.1 percent. It was a two-part action that included the pricing

ing of three redesigned lines of cars that will be marketed as 1993 models.

Early in March, Mazda priced the 1993 MX-6 and RX-7 coupes and boosted the sticker on the 929 sedan. Last week, it pinned new labels on the 323 and the Protege and priced the 1993 models in the 626 line.

On a sales-weighted basis, the three new lines accounted for \$594 of Mazda's \$732 average increase on cars. Additional equipment played a part in the boost; a driver-side airbag is standard on the 1993 MX-6, RX-7 and 626.

Mazda also hiked its MPV minivans \$625 to \$675. Toyota raised its Previa minivans \$1,000 to \$1,460.

PRICE INCREASES ON JAPANESE CARS

Price hikes since March 1

	Average amount	Pct. of increase
Lexus	\$1,790	5.0
Infiniti	1,308	4.2
Mazda	732	5.1
Toyota	432	3.2
Nissan	432	3.0
Acura	415	1.8
Mitsubishi	357	2.0
Subaru	326	2.1
Honda	252	1.7
Suzuki	100	1.2
Isuzu	0	0
Daihatsu	0	0
Average	441	2.8

Dollar amounts and percentages were provided by the importers or calculated by Automotive News. All figures are sales-weighted.
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PRICE INCREASES

	Current price	Increase
TOYOTA		
Tercel 2-dr.	\$ 7,198	\$ 200
Deluxe 2-dr.	8,798	370
Deluxe 4-dr.	8,898	370
LE 4-dr.	10,338	430
Corolla 4-dr.	9,718	300
Deluxe 4-dr.	10,738	330
LE 4-dr.	12,978	380
Deluxe wagon	11,428	350
Deluxe wagon (awd) ..	13,098	410
Paseo 2-dr.	10,758	420
Camry Deluxe 4-dr.	14,798	430
LE 4-dr.	17,498	500
XLE 4-dr.	19,428	580
Deluxe 4-dr. V-6	17,328	520
LE 4-dr. V-6	19,228	590
XLE 4-dr. V-6	21,178	670
SE 4-dr. V-6*	18,528	—
Celica ST 2-dr.	13,918	540
GT 2-dr.	16,378	670
GT convertible	21,338	870
GT 3-dr. hatch.	16,518	680
GT-S 3-dr. hatch.	18,068	740
Turbo 3-dr. hatch.	22,948	900
MR2 2-dr.	17,658	1,810
2-dr. (T-bar)	18,658	1,570
Turbo 2-dr.	20,278	900
Turbo 2-dr. (T-bar)	21,218	940
Cressida 4-dr.	24,428	940
Supra 3-dr. hatch.	26,290	1,010
Turbo 3-dr. hatch.	29,900	1,150
Turbo 3-dr. hatch. (sport roof)	30,960	1,190
Previa Deluxe van	17,518	1,000
LE van	22,748	1,300
Deluxe van (awd)	20,348	1,220
LE van (awd)	25,518	1,460

*New model
Toyota's price increases took effect March 13.

	Current price	Increase
NISSAN		
Sentra E 2-dr.	8,495	0
E 4-dr.	9,900	350
XE 2-dr.	10,230	350
XE 4-dr.	10,915	350
SE 2-dr.	10,910	350
SE-R 2-dr.	12,165	315
GXE 4-dr.	13,285	315
NX-1800 2-dr.	11,470	170
NX-2000 2-dr.	13,680	200
Stanza XE 4-dr.	13,225	475
GXE 4-dr.	17,465	395
SE 4-dr.	17,090	400
Maxima GXE 4-dr.	20,425	730
SE 4-dr.	21,490	675
240SX 2-dr.	14,515	0
SE 2-dr.	16,690	0
2-dr. hatch.	15,285	480
SE 2-dr. hatch.	17,435	550
LE 2-dr. hatch.	19,320	595
SE convertible*	21,995	—
300ZX 2-dr. hatch.	29,705	585
2-dr. hatch. (T-bar)	31,815	625
Turbo 2-dr. hatch. (T-bar)	36,610	720
2 + 2 2-dr. hatch. (T-bar)	33,090	650

*New model
Nissan's price increases took effect March 1.

	Current price	Increase
MAZDA		
Precis 3-dr. hatch.	6,579	0
Mirage VL 3-dr. hatch.	7,599	280
3-dr. hatch.	8,199	280
SE 3-dr. hatch.	8,759	—
4-dr.	9,229	290
LS 4-dr.	9,779	290
GS DOHC 4-dr.	11,209	310
Eclipse 2-dr.	11,399	110
GS 2-dr.	12,649	120
GS DOHC 2-dr.	13,609	140

	Current price	Increase
GS DOHC Turbo		
2-dr.	17,269	160
GSX DOHC Turbo		
2-dr. (awd)	19,029	180
Galant 4-dr.	12,059	380
LS 4-dr.	15,239	430
GS 4-dr.	15,639	460
GSR 4-dr.	17,189	500
GSX 4-dr.	18,239	510
VR-4 4-dr. (awd)	23,100	600
Expo LRV wagon	11,169	0
Sport Wagon	11,989	0
Sport Wagon (awd)	13,889	0
Expo wagon	13,549	0
SP wagon	14,509	0
SP wagon (awd)	15,639	0
Diamond 4-dr.	21,489	670
LS 4-dr.	26,450	811
3000GT 2-dr.	20,899	850
SL 2-dr.	27,289	1,080
VR-4 Twin Turbo		
2-dr.	34,150	1,350

*New model
Mitsubishi's price increases went into effect March 23.

	Current price	Increase
SUBARU		
Justy 3-dr. hatch.	6,945	300
GL 3-dr. hatch.	8,340	300
GL 3-dr. hatch. (awd)	9,140	300
GL 5-dr. hatch.	9,240	300
Loyale 4-dr.	10,049	250
4-dr. wagon	10,899	250
4-dr. (awd)	11,399	250
4-dr. wagon (awd)	12,399	250
Legacy L 4-dr.	13,849	350
L 4-dr. wagon	14,349	350
L 4-dr. wagon (awd)	15,949	350
LS 4-dr.	19,649	350
LS 4-dr. wagon	20,149	350
LS 4-dr. (awd)	21,149	350
LS 4-dr. wagon (awd)	21,649	350
LSi 4-dr.	21,049	350
LSi 4-dr. (awd)	22,549	350
Sport sedan (awd)	20,149	350
Touring Wagon*	21,645	—
SVX 2-dr.	26,250	1,250

*New model
Subaru's price increases took effect April 5.

	Current price	Increase
MAZDA		
323 3-dr. hatch.	7,199	200
SE 3-dr. hatch.	8,899	300
Protege DX 4-dr.	10,249	250
LX 4-dr.	11,999	300
626 DX 4-dr. (1993)	13,975	750
LX 4-dr. (1993)	16,120	1,325
ES 4-dr. (1993)*	18,360	—
929 4-dr.	28,500	700
MX-3 3-dr. hatch.	11,000	0
GS 3-dr. hatch.	13,800	0
MX-5 Miata convertible	14,800	0
Black Miata convertible*	17,050	—
MX-6 2-dr. (1993)	15,550	2,085
LS 2-dr. V-6 (1993)	17,825	720
RX-7 Turbo 2-dr. (1993)	31,300	4,200
MPV van		
5-passenger	16,290	625
7-passenger	17,710	625
7-passenger V-6	18,490	625
7-passenger V-6 (4wd)	21,360	675

*New model
Increases on 1992 model 929 took effect March 1. Increases on 1992 model 323 and Protege took effect April 1.

CHRYSLER

Jeep-Eagle council rips CSI-rebate idea

continued from PAGE 1

put some dealers at a competitive disadvantage.

The Chrysler-Plymouth and Dodge councils did not join the Jeep-Eagle group last week in asking the company to start over. Chrysler announced details of the program to its dealers Tuesday.

The program is strictly a cash-to-dealer arrangement. It will not affect the rebates Chrysler offers to customers.

Theodor Cunningham, Chrysler executive vice president of sales and marketing, said Drive for the Gold is needed in today's market.

"The whole world is changing so rapidly, customers are becoming so demanding of satisfaction today that if we are going to be the satisfaction leader, we are going to have to take very dramatic action to get our dealers truly involved," Cunningham said.

"The customer of the '90s is telling us he is going to buy only from those who are very concerned about the customer," he said. "The vast majority of our dealers, 80 percent, do a terrific job with their customers. But some dealers have not adopted modern methods of customer satisfaction. To move that 20 percent, you have to affect their profitability."

DOLLARS AND CENTS

Chrysler has hammered dealers with the message that higher Customer Satisfaction Index ratings result in greater profitability. In whistle-stop tours around the country, E. Thomas Pappert, vice president of sales, has used real-world examples to show that a dealer with higher CSI outperforms financially a weaker dealer in the same market.

"We have been trying to sell this to dealers in dollars and cents," Cunningham said. "We have met with dealers for the last several years and quantified for them in dollars and cents that the dealers with higher CSI have higher grosses, better service business, better repeat business and better customer loyalty."

Drive for the Gold demands that dealers reach both sales and customer satisfaction targets.

"A dealer has a responsibility to us and a responsibility to his customer. We are touching both," Cunningham said.

But dealers who fail to reach 60 percent of a monthly sales objective receive no payment, regardless of their CSI performance. A dealership's monthly sales objective is based on sales during the previous 60 to 90 days.

CSI targets vary by dealership size. Within the size categories, the highest payments are awarded to dealerships reaching CSI rankings of bronze, silver or gold.

For example, Chrysler's largest dealers must achieve a CSI rating of 2.85 on a 4.0 scale for a bronze ranking, 3.0 for a silver ranking and 3.20 for a gold ranking. Medium-sized dealers must achieve 2.95 for bronze, 3.20 for silver and 3.40 for gold.

ALL BUYERS TO BE POLLED

Per-unit payments are scaled to reflect CSI performance. The payments also are scaled within volume rankings.

Chrysler will use a 100 percent statistical base to determine a dealership's CSI. All of a dealership's new-vehicle customers will be surveyed three months after purchase. A second survey will be made at 12

months. The CSI rating will be a three-month average based on the performance in the current month and the two previous months.

All new vehicles a dealership sells or leases at retail will be used in computing the sales objectives.

But not all vehicles are eligible for the monthly per-unit reward. Vehicles covered by any other dealer incentives are out. For example, the Dodge Dynasty and Stealth; the Chrysler Imperial, New Yorker Fifth Avenue and Salon; and the Jeep Cherokee are currently excluded. (See Incentive Watch, Page 46.)

Cunningham said he has a "large" budget for the program but would not say how large.

Chip Duane, chairman of the Jeep-Eagle National Dealer Council, said Chrysler has formed a task force to study the complaints.

"We have asked them to change the program completely," he said. "A CSI reward program should be based on performance over a year's period or perhaps connected to the 5-Star Service Award. It should not be tied to dealer incentives on a per-car basis."

A DIFFERENT BREED

The council also claims it is unfair to force Jeep-Eagle dealers to reach the same CSI targets as Chrysler-Plymouth and Dodge dealers.

Jeep-Eagle overall is 0.08 percent below Chrysler-Plymouth and Dodge in its CSI rating. Within Chrysler's matrix formula, that small percentage is statistically significant and could affect payments to dealers, Duane said.

The Jeep-Eagle council also believes its more upscale customers are more demanding. Jeep-Eagle's CSI targets should vary from those of Chrysler-Plymouth and Dodge to reflect the different expectations, Duane said.

The Jeep-Eagle dealer council also has asked Chrysler to determine whether the regional variations in customers' expectations could affect dealer's performance on the matrix.

"We do support Chrysler for rewarding dealers with high CSI," Duane said. "It takes a lot of effort on the part of the dealer. It's significant that they're trying anything. But we want things on an even playing field."

C-P, DODGE VIEWS

Gus Russo, chairman of the Chrysler-Plymouth National Dealer Council, said the reward program will be successful only if dealers use the money to strengthen the dealership.

"If we use the money to try to beat the guy down the street by giving away the \$50 on a car deal, it's a big waste," Russo said.

"Dealers should plow the money back into the store. Buy new service equipment. Hire a better grade of employee. Upgrade the facility. Then this program will work."

Frank Galeana, chairman of the Dodge National Dealer Council, said, "I don't think any dealer across the country would knock the company for trying to bring up CSI. We are trying to take care of the customer."

The reward program is part of a two-pronged effort.

Chrysler also has said it is beginning "a cultural revolution" at its 4,900 dealerships. "Cultural training" programs begin in June, Cunningham said.

Chrysler wants to overhaul the attitudes and atmosphere at its dealerships by using the techniques of customer-oriented companies such as Walt Disney Co. **EN**

Asia Motors readies minivehicles

OLAS GADACZ
Staff Correspondent

SEOUL — Later in April, Asia Motors Co. Ltd. will challenge Daewoo Shipbuilding's uncontested reign in South Korea's growing market for minivans and minitrucks.

Despite a snafu over a name, Asia Motors is pushing forward the introductions of its 800cc pickup trucks and vans. Asia had chosen

the name Towner for the line but then discovered the name had been copyrighted. A replacement is being sought.

Asia's new model will be offered in three variations: pickup truck, cargo van and seven-seat passenger van. Prices have yet to be announced, but they will probably be near four million won (\$5,300).

Asia Motors, a subsidiary of Ford Motor Co. partner Kia Motors Corp., will continue to leave the minicar segment to Daewoo.

Daewoo Shipbuilding & Heavy Machinery Co. Ltd., the maker of the Tico minicar, Labo minitruck and Damas minivan, has captured 6.1 percent of the entire South Korean market with its line of mini-

vehicles, which were introduced less than a year ago.

Asia's three-cylinder minitruck and minivans are based on Daihatsu's HiJet; the vehicle has a larger engine to meet Korean standards. "Our trim level is higher than Daewoo's," said spokesperson Ahn Suk-Woo.

Redesign work and tooling costs required an investment of \$266 million, said Ahn. The project started 30 months ago. Asia hopes to sell 44,400 units by the end of the year, all in Korea.

The vehicles are built at Asia's plant in Kwangju, 180 miles southwest of Seoul. Capacity is 100,000 units.

In an experiment, Asia has re-

cruited 104 independent dealers to reinforce the 70 stores operated by the company.

"Exports are our wish, but there's nothing definite as yet," said Ahn.

Han Jung-Rok, auto equities analyst for the Seoul office of Schroder Securities Co. Ltd., said Asia will have a harder time because Daewoo got to the market first.

"I think the reception will be a lot less favorable than for Daewoo," said Han. "Also, the situation is unfavorable because the economy is cooling down and so is construction activity. Potential demand will be decreasing among major buyers."

Daewoo loses \$195 million in fiscal '91

OLAS GADACZ
Staff Correspondent

SEOUL — Daewoo Motor Co. Ltd. lost 146.7 billion won (\$195 million) in 1991, according to an annual financial statement filed with the Securities Supervisory Board.

Sales reached \$2.1 billion, for a year-on-year increase of 3.4 percent, the smallest such gain among Korean automakers.

Daewoo, a 50-50 partnership between General Motors and the Daewoo business group, has posted losses for four of the last five years, but a \$14.6 million profit in 1990. GM has said it is in the process of "renegotiating its partnership" to reduce its stake in the troubled partnership.

The company was rocked by a major labor dispute last spring that forced a lockout that led to sales losses of over \$69 million.

Despite the introduction of the compact Espero, its market share has been on the skids in recent years. Daewoo's share of the market slipped from 11.2 percent in February 1991 to 10.5 percent this February.

According to the Korean Automobile Manufacturers Association, Daewoo's unit sales rose 11.6 percent to 202,647 units last year. They were boosted by a 50 percent increase in exports, to 51,253.

Substantial export sales increases were registered for passenger cars in Canada, Taiwan, Nigeria and Algeria, and for buses in Thailand.

The company opened new markets in South America.

Exports of the Pontiac LeMans to the United States rose by just 4.8 percent, but company earnings were boosted by engine sales to Adam Opel AG.

INCENTIVE WATCH—DEALER INCENTIVES	
NEW PROGRAMS	
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	\$1,000-2,000, based on number sold
Dodge Dynasty	\$1,000-2,000, based on number sold
Stealth	0-\$1,000, based on number sold
Jeep Cherokee	\$750
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	\$1,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	\$2,500
Legend coupe	\$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	\$1,500
Audi 90	\$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	\$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	\$2,000
Other Corvette	\$1,000
HONDA	
Accord, Prelude (1991, no expiration date)	\$500
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	\$1,300-2,500
Stylus S	\$600-800
Stylus S (Calif. only)*	\$1,250
Stylus RS	\$600-800
Stylus XS (1991, except Calif.)	\$1,100
Stylus XS (Calif. only)*	\$2,500
Rodeo 4x2	0-\$600
Rodeo 4x4	\$750-850
Trooper (except Calif.)	\$750-850
Pickup	\$500-1,500
Pickup (1991 4x4, bonus in some regions)	\$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	\$5,000
Esprit Turbo	\$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	\$2,000
MPV (1992)	\$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-\$1,500
Eclipse (national)	\$750-1,750
NISSAN (expires May 4)	
240SX (1991)	\$1,000
Stanza (1992)	\$1,000
Maxima GXE (1992)	\$800
Sentra (1992)	\$500
King Cab pickup (1992)	\$1,000
Other pickups (1992)	\$1,300
PEUGEOT (no expiration date)	
405	\$5,000
505	\$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	\$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	\$9,500
911 Carrera 4	\$13,500
911 Turbo	\$14,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	\$1,500
Jetta, Fox, Golf (1991)	\$500
All 1990 cars	\$500-1,500
Cabriolet (1991, expires March 31)	\$2,000

Chrysler, Volvo revise programs

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. announced a new round of customer rebates and factory-to-dealer incentives last week, and Volvo Cars of North America extended payments to customers on two models.

Chrysler's program runs through June 30; Volvo's expires May 31.

Customer rebates range from \$500 to \$1,500 on 1991 and 1992 Chrysler, Dodge, Eagle and Plymouth cars and \$500 to \$2,000 on 1991 and 1992 Dodge trucks and Jeeps. Minivan rebates are \$1,000 in California and Hawaii, and \$500 in other states.

Dealer rebates on the 1991 and 1992 Chrysler Imperial and New Yorker Salon and Fifth Avenue and 1991 and 1992 Dodge Dynas-v

incentive WATCH

are \$1,000 to \$2,000, based on the number sold. Dodge Stealth sports cars carry dealer rebates of zero to \$1,000, based on the number sold.

Dealers earn \$750 on each 1991 and 1992 Jeep Cherokee sold.

Consumer rebates on Chrysler vehicles for special classes of buyers include:

- \$400 to first-time buyers of 1991 and 1992 Jeep Wrangler, through June 30.
- \$500 to college graduates on 1992 and 1993 Chrysler Corp. vehicles except Dodge Viper, through

Dec. 31.

- \$500 reimbursement to disabled customers for adaptive equipment installed on 1991 and 1992 Chrysler Corp. vehicles and 1993 Jeep Grand Cherokee, through Sept. 30.
- \$1,000 matching of suppliers' new-vehicle purchase incentive for employees, through April 30.

Through May 31, Volvo will pay dealers \$1,000 on sales of 240-GL sedans and 940-GL sedans. The payments involve only 1992 models and are lower than the rebates of \$1,800 and \$1,500 that expired March 31. Volvo has dropped dealer rebates on 1991 models.

Special Correspondent Charles E. Ramirez contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	\$1,500
N.Y. Salon, LeBaron sedan	\$1,000
LeBaron coupe, conv.	\$500
Dodge Monaco, Daytona (1991 only)	\$1,500
Shadow, Dynasty, Spirit	\$1,000
Colt 3-dr. (Northeast)	\$700
Daytona (1992), Colt	\$500
Dodge Ramcharger	\$2,000
Ram pickup (gas)	\$1,500
Ram wagon (van and conversion)	\$1,000
Dakota	\$750
Ram 50	\$500
Eagle Premier	\$1,500
Talon	\$1,000
Summit 3-dr., 4-dr., (Northeast)	\$700
Summit	\$500
Jeep Cherokee	\$1,500
Comanche	\$750
Wrangler	\$500
Plymouth Acclaim, Sundance, Laser	\$1,000
Colt 3-dr., (Northeast)	\$700
Colt, Colt Vista	\$500
All minivans (Calif., Hawaii)	\$1,000
All minivans (elsewhere)	\$500

CONTINUING PROGRAMS

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	\$1,500
Thunderbird Sport, SC (Calif. only)	\$1,500
Taurus SHO	\$1,000
Other Taurus, Mustang	\$500-1,000
Escort	\$500-750

Thunderbird, Tempo, Crown Victoria, Festiva	\$500
Ford Bronco, Econoline (RV)	\$1,000
Ranger	\$750-1,000
Aerostar	\$500-1,000
F series	\$400
Lincoln (all)	\$1,500
Mercury Sable	\$500-1,000
Capri	\$750
Tracer	\$500-750
Topaz, Cougar, Grand Marquis	\$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	\$1,500
Mustang	\$1,000-1,500
Festiva	\$1,000
Escort	\$750
Taurus SHO	\$600-1,000
Other Taurus	\$400-1,000
Tempo	\$400
Ford Bronco, Econoline E150 RV	\$1,000
Aerostar	\$400-1,000
Ranger, F series, other Econoline	\$400
Mercury Capri	\$2,000
Sable, Cougar	\$1,500
Tracer	\$750
Topaz	\$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	\$2,000
Skylark, Century, Regal, LeSabre	\$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	\$1,500
Chevrolet Lumina: Geo Storm, Prizm, Metro (manual)	\$750
Cavalier, Camaro	\$500
Geo Metro (automatic)	\$300
Chevrolet S/T Blazer	\$1,000
S/T pickup, Lumina APV	\$750

G van	\$500-750
C/K pickup	\$400
GMC S15 Jimmy (exc. Typhoon)	\$1,000
Sonoma (exc. Syclone)	\$750
Sierra (regular cab)	\$400
GMC (expires March 31)	
G van	\$500-1,000
Safari	\$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	\$1,000-2,000
Custom Cruiser	\$1,000-1,500
Cutlass Ciera	\$1,000
Cutlass Supreme	\$750-1,500
Ninety Eight, Eighty Eight	\$500-1,250
Pontiac Grand Prix, Trans Sport	\$750
Sunbird, Grand Am, Firebird, Bonneville	\$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	\$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	\$500-1,000
Safari	\$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	\$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

MAZDA (1992 models, expires April 6)

Protege, 626, MX-6	\$1,000 plus free air conditioning or automatic trans.
Pickups	\$400-1,200

MITSUBISHI (expires April 30)

Eclipse (1991-92, national)	
5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	\$1,000
Mirage (1990-92, Southwest region)	\$500

Tougher mpg, safety, emissions rules expected

JACK KEEBLER
Staff Reporter

Emissions, fuel economy and safety standards will become more restrictive over the next eight years, says the Delphi VI Forecast and Analysis of the U.S. Automotive Industry Through the Year 2000.

The study, published by the Office for the Study of Automotive Transportation at the University of Michigan Transportation Institute, is a detailed analysis of forecasts by three panels of automotive industry executives, directors, managers and engineers expert in the areas of technology, materials and marketing.

The authors claim that the study is not a "crystal ball" of predictions. Rather, it is the well-informed estimates, perspectives and opinions of high-level executives in positions where they can influence trends. Survey topics range from projected fuel costs to safety and emissions regulations.

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/week
CHRYSLER		
Bramalea, Ontario	1	
FORD MOTOR CO.		
Dearborn, Mich.	4/6	1,400
Ford Mustang		
Michigan Truck (Wayne)	4/6	2,900
Ford Bronco		
Ford F-series pickup		
GENERAL MOTORS		
Arlington, Texas	4/6, 4/13, 4/20, 4/27	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		
Total U.S. car		1,400
Total U.S. truck		2,900
Total units lost week of 4/6		4,300

*Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

Automakers oppose bill to put VIN on more parts

MAX GATES
Staff Reporter

WASHINGTON — U.S. automakers oppose provisions of an auto-theft bill that would require them to increase labeling of vehicles and components.

The bill would require that the Vehicle Identification Number be stamped indelibly on every major auto part. Current marking rules for some cars would be extended to all cars as well as light trucks, vans and sport-utilities. The provisions are aimed at thwarting auto thieves and "chop shops" that strip cars and sell parts to legitimate repair shops.

Since 1984, automakers have been required to label the engine, transmission and major body panels on the most frequently stolen cars. The labeling requirements cost automakers \$15 million a year, said Thomas Hanna, president of the Motor Vehicle Manufacturers Association.

"There is no evidence that the existing parts-marking requirements are reducing vehicle theft or lowering insurance premiums," Hanna said.

In testimony before a House subcommittee on crime and criminal justice last week, Hanna cited a U.S. Transportation Department study, which concluded that marking cars didn't reduce thefts, didn't increase owners' recovery of stolen cars or car thief conviction rates and didn't reduce insurance premiums.

The bill's sponsor, Rep. Charles Schumer, D-N.Y., contends that increased marking would cut auto theft in half. He says the cost would be made up by reductions in auto insurance premiums.

Hanna supported three other provisions of the Schumer bill. They would:

- Create a nationwide computer network for state motor vehicle bureaus to stop title fraud.
- Empower U.S. Customs inspectors to check cargo ships for stolen cars bound for overseas buyers.
- Toughen federal penalties for auto theft and make "car-jacking," or stealing a car at gunpoint, a federal offense.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 3/30- 4/4/92	Actual 3/23- 3/28/92	Mar. Est.	Year 1/1- 4/4/92	Year 1/1- 4/6/91		Est. 3/30- 4/4/92	Actual 3/23- 3/28/92	Mar. Est.	Year 1/1- 4/4/92	Year 1/1- 4/6/91
CHRYSLER CORP.											
LeBaron J.	1,250	1,218	4,094	12,226	8,933	Sportsvan (trk.)	0	110	3,167	11,405	9,674
New Yorker	0	0	1,188	4,363	2,269	Sportsvan (Can. trk.)	1,700	1,761	7,085	19,927	9,989
Fifth Avenue	0	0	2,959	7,145	6,738	Suburban (trk.)	1,002	954	3,886	10,825	5,765
Imperial	0	0	257	1,235	1,969	Total Chevrolet	48,811	45,867	183,741	515,534	444,293
Town & Country (trk.)	360	381	1,427	3,301	788	Achieva/Calais	2,575	2,470	11,521	33,568	30,190
Total Chrysler Div.	1,610	1,599	9,825	28,270	20,697	Cutlass Ciera	2,525	2,607	9,683	31,592	14,481
Sundance	1,250	0	3,330	12,557	12,140	Cutlass Ciera (Can.)	0	0	0	0	16,066
Acclaim	2,100	1,974	6,599	19,294	21,549	Cutlass Supreme	2,400	2,261	7,959	18,213	25,653
Voyager (trk.)	2,220	2,161	9,913	23,613	20,558	Toronado	158	194	935	1,999	1,860
Voyager (Can. trk.)	2,814	2,646	12,201	37,068	26,130	Eighty Eight	1,214	1,742	7,333	21,352	18,968
Total Plymouth	6,384	6,781	32,943	92,532	80,377	Custom Cruiser wag.	120	131	408	1,381	3,326
Daytona	300	0	584	2,813	3,141	Ninety Eight	764	717	2,669	8,131	21,760
Shadow	2,250	0	4,953	18,672	14,005	Silhouette (trk.)	506	480	1,750	4,228	3,930
Dynasty	0	0	5,573	18,854	33,450	Bravada (trk.)	274	441	1,171	3,970	6,232
Spirit	1,500	1,732	5,917	18,430	19,481	Total Oldsmobile	10,536	11,843	43,428	124,434	142,466
Viper	0	0	0	0	0	Sunbird	2,161	2,212	8,773	25,883	32,610
Monaco (Can.)	0	0	0	0	690	Grand Am	5,688	5,006	20,121	59,701	54,819
Caravan (trk.)	2,400	2,941	12,474	30,668	26,383	Firebird	445	542	2,340	6,163	2,410
Caravan (Can. trk.)	3,624	3,824	16,326	48,962	34,972	Grand Prix	2,364	1,877	8,199	28,908	24,665
Caravan C/V (trk.)	36	81	375	735	1,060	Pontiac 6000	0	0	0	0	8,134
Caravan C/V (Can. trk.)	162	161	699	2,349	9,395	Bonneville	1,287	2,442	10,853	25,236	20,940
Dakota (trk.)	3,000	3,070	13,516	31,945	16,194	Trans Sport (trk.)	1,158	1,101	3,301	6,861	4,528
Ram pickup (trk.)	1,500	1,506	6,616	15,680	16,200	Total Pontiac	13,103	13,180	53,877	152,752	148,097
Ram wagon (Can. trk.)	550	568	2,473	6,369	5,556	Yukon-Jimmy (trk.)	165	151	643	1,649	731
Ram van (Can. trk.)	1,410	1,408	6,231	15,928	8,838	Medium (trk.)	614	499	2,466	7,082	305
Total Dodge	16,732	15,291	75,737	211,486	189,375	P-model (trk.)	62	69	290	712	799
Premier (Can.)	0	0	0	0	1,613	Pickup (trk.)	2,449	2,344	9,333	24,995	30,266
Cherokee (trk.)	3,500	3,434	15,536	39,855	25,161	Pickup (Can. trk.)	1,450	1,463	6,396	19,418	14,474
Comanche (trk.)	35	46	236	709	1,618	Syclone-Sonoma (trk.)	1,244	1,556	5,064	11,218	14,427
Grand Cherokee (trk.)	1,625	1,629	5,492	9,054	0	Typhoon-S15 Jimmy (trk.)	862	1,236	3,885	9,780	2,112
Wagoner (trk.)	30	44	90	348	761	Safari (trk.)	1,360	1,534	6,096	17,020	8,611
Wrangler (Can. trk.)	1,932	1,966	8,666	25,233	12,856	Suburban (trk.)	705	682	3,011	7,014	5,604
Total Jeep-Eagle	7,122	7,119	38,020	72,199	42,009	Vandura (trk.)	0	27	925	5,803	4,061
Total U.S. car	8,858	4,924	35,454	115,589	123,675	Vandura (Can. trk.)	670	666	3,099	10,245	5,110
Total U.S. truck	14,706	15,293	65,075	152,908	108,733	Total GMC	9,581	10,237	41,298	114,936	86,782
Total U.S. truck	10,492	10,573	46,595	135,989	97,747	Total Saturn	4,115	4,115	18,106	47,524	14,782
CHRYSLER CORP.	33,848	30,790	147,724	404,406	332,458	Total U.S. car	55,773	54,768	225,240	636,267	623,847
Escort	0	5,028	16,643	32,797	48,461	Total U.S. truck	9,275	9,297	21,948	70,980	90,803
Mustang	2,736	2,693	9,322	21,632	11,458	Total U.S. truck	30,443	30,043	123,933	332,233	256,905
Tempo	2,936	2,938	13,629	33,442	27,039	Total U.S. truck	7,820	7,890	34,058	103,482	86,823
Tempo (Can.)	3,446	3,389	11,638	31,387	30,358	GENERAL MOTORS	103,311	101,998	405,179	1,142,982	1,037,378
Taurus	7,241	7,134	31,230	96,184	75,526	Can. car	2,200	2,240	9,838	30,231	34,640
Thunderbird	1,802	1,786	6,471	20,064	16,664	Can. trk.	1,350	1,392	6,279	18,911	15,297
Crown Victoria (Can.)	2,432	3,273	11,271	25,530	24,846	CANIM	3,550	3,532	16,117	49,142	49,937
Aerostar (trk.)	4,010	4,035	17,744	47,549	31,253	DIAMOND-STAR*	3,350	3,262	14,600	42,806	42,835
Bronco (trk.)	686	623	2,080	5,430	2,955	Civic	1,640	2,115	8,920	24,506	24,539
Explorer (trk.)	6,710	6,626	29,132	86,407	70,860	Civic (Can.)	1,980	2,170	9,882	30,682	28,567
Mazda Navajo (trk.)	151	139	597	1,301	4,050	Accord	6,290	7,876	33,978	104,994	93,892
Econoline (trk.)	4,566	4,681	19,688	49,529	30,099	Total U.S. car	7,930	9,991	42,898	129,500	118,431
Heavy (trk.)	1,039	1,052	4,603	12,332	9,202	Total U.S. car	1,980	2,170	9,882	30,682	28,567
Light truck (trk.)	8,183	10,584	44,764	120,606	64,039	HONDA	9,910	12,161	52,780	160,182	146,980
Light truck (Can. trk.)	3,047	3,040	13,379	42,568	23,751	HYUNDAI Sonata (Can.)	532	431	1,127	4,274	10,623
Ranger (trk.)	7,228	7,131	28,905	66,251	59,872	MAZDA*	940	568	3,113	15,149	30,580
Total Ford Division	56,213	64,152	261,086	694,649	530,433	U.S. trk.	1,530	1,537	5,149	17,473	20,645
Topaz	1,577	1,581	6,025	13,852	12,174	Can. trk.	165	167	729	2,165	2,214
Topaz (Can.)	1,450	1,507	4,912	11,371	7,863	NAVISTAR	1,695	1,704	5,878	19,638	22,859
Cougar	1,798	1,814	5,564	15,005	12,308	Sentra	2,718	2,612	11,583	38,199	38,941
Sable	3,503	3,478	14,893	31,874	24,275	Pickup (trk.)	2,558	2,594	11,434	37,260	37,309
Grand Marquis (Can.)	2,368	2,521	10,119	26,747	14,193	NISSAN	5,278	5,206	23,017	75,459	78,250
Total Mercury	10,896	18,801	41,513	98,849	70,813	Geo Prizm	1,900	1,845	8,365	25,630	27,188
Continental	987	951	4,263	10,204	15,366	Toyota Corolla	2,400	2,330	10,371	31,532	28,031
Mark VII	205	242	1,063	2,374	2,683	Prius Pickup (trk.)	900	923	3,889	9,677	0
Town Car	2,980	2,983	13,314	31,615	36,149	NUMMI	5,200	5,098	22,625	66,399	56,219
Total Lincoln	4,172	4,176	18,640	44,193	54,198	Legacy	1,184	1,227	5,256	15,828	15,264
Total L-M Division	14,868	15,077	68,153	143,042	125,011	Pickup (trk.)	366	412	2,045	6,503	0
Total U.S. car	25,785	36,629	122,418	309,943	282,183	Rodeo (trk.)	632	700	3,564	11,309	0
Total U.S. truck	9,898	10,890	37,940	95,035	77,280	Total U.S. car	1,184	1,227	5,256	15,828	15,264
Total U.S. truck	32,573	34,871	147,514	391,945	272,330	NISSAN	998	1,112	5,609	17,812	14,873
Total U.S. truck	3,047	3,040	13,379	42,568	23,751	SUBARU-ISUZU	2,182	2,339	10,865	33,640	29,337
FORD MOTOR CO.	71,881	79,229	321,251	837,881	655,444	Camry	4,478	4,545	20,245	62,876	60,136
Skyline	1,217	1,425	6,411	18,089	30,839	Corolla (Can.)	1,500	1,522	6,665	19,907	18,165
Century	2,524	2,356	7,240	17,363	18,690	TOYOTA	5,978	6,067	26,910	82,783	78,301
Regal (Can.)	3,375	3,374	7,377	20,058	28,596	VOLVO 740, 940 (Can.)	60	158	624	1,886	2,338
Riviera	294	282	1,164	3,129	2,497	AM GENERAL (trk.)	375	375	1,950	4,950	5,850
Park Avenue	874	1,644	7,254	16,366	26,337	MISCELLANEOUS (trk.)**	2,400	2,400	10,500	31,680	37,450
LSabre	3,865	2,863	11,626	37,041	33,069	Total U.S. car	115,080	116,700	490,543	1,422,419	1,309,241
Roadmaster sedan	1,380	1,333	4,623	16,222	0	Total U.S. truck	25,243	26,500	88,824	252,975	264,490
Roadmaster wagon	352	400	1,326	3,720	6,427	Total U.S.-Canada Car	140,331	143,200	587,567	1,675,394	1,573,730
Resita	0	0	0	0	681	Total U.S. truck	86,483	89,148	375,414	995,038	753,095
Total Buick	13,881	13,677	47,019	131,988	147,136	Total U.S. truck	22,874	23,062	101,840	303,035	295,032
Eldorado	936	885	3,777	11,527	4,205	Total U.S.-Canada truck	109,357	112,210	476,454	1,298,073	958,127
Seville	1,279	1,184	4,784	13,061	8,464	TOTAL U.S.-CANADA	201,571	205,848	874,957	2,417,457	2,152,336
Brougham	0	0	0	2,170	5,332	TOTAL CANADA	48,117	49,582	189,964	556,010	460,531
DeVille	1,805	1,726	9,289	28,780	35,091	TOTAL U.S.-CANADA CAR & TRUCK	248,688	255,410	1,064,821	2,973,467	2,621,867
Allante	64	64	151	256	830	*Estimate					
Total Cadillac	4,884	3,859	18,081	58,794	53,922	**CAMIL includes Geo-Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 926 and Ford Probe.					
Cavalier	5,629	5,067	21,109	58,527	72,309	**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.					
Camaro	1,555	1,458	6,460	15,946	9,697	Source: Automotive News Data Center.					
Corsica-Beretta	4,795	4,494	19,380	50,833	55,325						
Lumina (Can.)	5,900	5,923	14,571	50,922	45,941						
Caprice	2,908	2,802	9,687	28,913	33,277						
Corvette	480	469	2,062	4,673	6,208						
Astro (trk.)	3,102	2,981	13,552	42,654	22,021						
Blazer (trk.)	525	438	1,804	5,262	2,103						
Lumina APV (trk.)	1,180	1,132	4,277	10,913	7,800						
Mediums (trk.)	121	91	497	1,475	167						
P-model (trk.)	440	434	1,827	5,100	4,375						